

**WHAT IS CLAIMED AS NEW AND DESIRED TO BE SECURED BY LETTERS PATENT
OF THE UNITED STATES IS:**

1. A stretch label attaching device for attaching a stretch label on a good, comprising:

5 an adapter configured to support the stretch label from an inside of the stretch label and having an opening into which the good is inserted when attaching the stretch label on the good;

10 an adapter support member configured to support a lower portion of the adapter and having an opening into which the good is inserted when attaching the stretch label on the good; and

 an adapter fixing member configured to fix the lower portion of the adapter together with the adapter support member.

15 2. The stretch label attaching device according to Claim 1, wherein the adapter fixing member and the adapter support member are engaged with each other with the adapter therebetween.

20 3. The stretch label attaching device according to Claim 1, wherein the adapter fixing member and the adapter support member fixedly support the adapter while contacting at least one point of the adapter.

25 4. The stretch label attaching device according to Claim 1, wherein a surface of the adapter support member contacting the adapter has a projected portion and a recessed portion.

5 5. The stretch label attaching device according to Claim
1, wherein a length of a portion of the adapter extending from
the adapter fixing member is shorter than a length of the stretch
label.

6. The stretch label attaching device according to Claim
1, wherein at least a top portion of the adapter is tapered.

10 7. The stretch label attaching device according to Claim
1, wherein the adapter has a notch extending from a top thereof
toward a bottom thereof.

15 8. The stretch label attaching device according to Claim
7, wherein the notch is formed such that an extension of the
notch is perpendicular to a tangent line at a point of the bottom
of the adapter at which the extension of the notch meets the
bottom of the adapter.

20 9. The stretch label attaching device according to Claim
7, wherein an edge portion of the notch is curled inwardly.

25 10. The stretch label attaching device according to Claim
7, wherein the notch extends so as to meet the adapter fixing
member when the adapter is fixed by the adapter fixing member
and the adapter support member.

11. The stretch label attaching device according to Claim 1, wherein the adapter has at least one of an extending/contracting property and an elasticity.

5 12. The stretch label attaching device according to Claim 1, wherein the adapter comprises a polyethylene terephthalate film having a thickness of from 10 to 200 μm .

10 13. The stretch label attaching device according to Claim 1, wherein both the adapter and the adapter fixing member have an elasticity, and wherein the elasticity of the adapter fixing member is larger than that of the adapter.

15 14. The stretch label attaching device according to Claim 1, wherein when the good is inserted into the stretch label attaching device through the openings of the adapter support member and the adapter to an extent such that a bottom of the good is level with a bottom of the adapter support member, the stretch label occupies a predetermined attaching position of
20 the good.

15 15. The stretch label attaching device according to Claim 1, wherein an outer surface of the adapter has a slipping property higher than that of an inner surface of the stretch
25 label.

16. The stretch label attaching device according to Claim

1, wherein an inner surface of the adapter support member has a slipping property higher than that of an outer surface of a good to which the stretch label is attached.

5 17. The stretch label attaching device according to Claim 1, wherein an inner surface of the adapter support member has a projected portion and a recessed portion.

 18. The stretch label attaching device according to Claim
10 1, wherein the adapter support member has a slidability.

 19. The stretch label attaching device according to Claim 18, wherein the adapter support member comprises a material selected from the group consisting of polyacetals, nylons, and
15 polyethylenes.

 20. The stretch label attaching device according to Claim 1, further comprising a counter configured to count the stretch label attached.

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 21. A method for attaching a stretch label to a good, comprising:

 setting a stretch label on the adapter of the stretch label attaching device according to Claim 1;

25 inserting the good into the stretch label attaching device through the openings of the adapter and the adapter support member while stretching the stretch label at a

stretching ratio not greater than 5 % so that the stretch label occupies a predetermined attaching position of the good; and releasing the stretch label attaching device from the good while holding the stretch label, to attach the stretch label to the predetermined attaching position of the good.

22. The method according to Claim 21, further comprising at least one of:

applying a lubricant on an outer surface of the adapter before setting the stretch label on the adapter; and

applying a lubricant on an inner surface of the adapter support member before setting the stretch label on the adapter.

23. The method according to Claim 21, wherein the stretch label has a notch.